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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92058667
Party	Defendant SagaCity Media, Inc.
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Date	03/20/2014
Attachments	92058667 ANSWER TO CANCELLATION PETITION.pdf(205162 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

DM LUXURY, LLC,

Petitioner,

v.

SAGACITY MEDIA, INC.,

Registrant.

Cancellation No.: 92058667

ANSWER TO CANCELLATION
PETITION

Registration No. 4,456,510

Registrant SagaCity Media, Inc. ("Registrant"), owner of the above-referenced Registration (the "Registration") for the mark HOUSTONIA (the "Mark"), by and through its undersigned counsel, hereby submits this answer to the Cancellation Petition (the "Petition") as follows:

1. Registrant is without knowledge sufficient to answer the allegations contained in Paragraph 1, and denies such allegations on that basis.
2. Registrant is without knowledge sufficient to answer the allegations contained in Paragraph 2, and denies such allegations on that basis.
3. Registrant is without knowledge sufficient to answer the allegations contained in Paragraph 3, and denies such allegations on that basis.
4. Registrant is without knowledge sufficient to answer the allegations contained in Paragraph 4, and denies such allegations on that basis.
5. Registrant is without knowledge sufficient to answer the allegations contained in Paragraph 5, and denies such allegations on that basis.
6. Registrant is without knowledge sufficient to answer the allegations contained in Paragraph 6, and denies such allegations on that basis.

7. Registrant is without knowledge sufficient to answer the allegations contained in Paragraph 7, and denies such allegations on that basis.

8. Registrant is without knowledge sufficient to answer the allegations contained in Paragraph 8, and denies such allegations on that basis.

9. Registrant is without knowledge sufficient to answer the allegations contained in Paragraph 9, and denies such allegations on that basis.

10. Registrant admits the allegations in Paragraph 10.

11. Registrant admits the allegations in Paragraph 11.

12. Registrant admits the allegations in Paragraph 12.

13. Registrant is without knowledge sufficient to answer the allegations contained in Paragraph 13, and denies such allegations on that basis.

14. Registrant is without knowledge sufficient to answer the allegations contained in Paragraph 14, and denies such allegations on that basis.

15. Registrant admits the allegations in Paragraph 15.

16. Registrant is without knowledge sufficient to answer the allegations contained in Paragraph 16, and denies such allegations on that basis.

17. Registrant is without knowledge sufficient to answer the allegations contained in Paragraph 17, and denies such allegations on that basis.

18. Registrant admits that it was aware of Petitioner's Houston Magazine and Houston Modern Luxury publications prior to January 10, 2013. Registrant is without knowledge sufficient to answer the remaining allegations contained in Paragraph 18, and denies such allegations on that basis.

19. Registrant admits the allegation contained in Paragraph 19 that Petitioner hired Mr. Louis DeLone in August, 2012 to serve as Publisher for Registrant's

Houstonia magazine. Registrant is without knowledge sufficient to answer the remaining allegations contained in Paragraph 19 and denies them on that basis.

20. Registrant denies the allegations contained in Paragraph 20.

21. Registrant denies the allegations contained in Paragraph 21.

22. Registrant denies the allegations contained in Paragraph 22.

WHEREFORE, Registrant prays that the Cancellation Petition be dismissed in its entirety and that the Registration remain valid and in force.

DATED: March 20, 2014.

CERTIFICATE OF SERVICE

I hereby certify that this Answer to Notice of Oppositon is being deposited with the United State Postal Service with sufficient postage as first class mail on 3/20, 2014 in an envelope addressed to Robert B. Burlingame at Pillsbury Winthrop Shaw Pittman LLP, P.O. Box 2824, San Francisco, CA 94126.

Signature: Linda L. Martin
Printed Name: Linda L. Martin

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